

EXHIBIT 134

In the Matter Of:

UNITED STATES vs

GOOGLE

KEN BLOM

August 29, 2023



HIGHLY CONFIDENTIAL

UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES OF AMERICA, et al,

Plaintiff,

vs. Case No.
1:23-cv-00108-LMB-JFA
GOOGLE, LLC,

Defendant.

**HIGHLY CONFIDENTIAL **

REMOTE VIDEOTAPED DEPOSITION OF

KEN BLOM

Tuesday, August 29, 2023

12:37 p.m. (EDT)

Reported by:

Joan Ferrara, RMR, FCRR

Job No. 2023-908869

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1 HIGHLY CONFIDENTIAL

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4 August 29, 2023

5 12:37 p.m. (EDT)

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9 HIGHLY CONFIDENTIAL VIDEOTAPED

10 DEPOSITION of KEN BLOM, held remotely via

11 Zoom, before Joan Ferrara, a Registered

12 Merit Reporter, Federal Certified Realtime

13 Reporter and Notary Public.

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1 HIGHLY CONFIDENTIAL

2 REMOTE APPEARANCES:

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4 U.S. DEPARTMENT OF JUSTICE

5 ANTITRUST DIVISION

6 950 Pennsylvania Avenue

7 Washington, D.C. 20530

8 BY: MATTHEW GOLD, ESQ.

9 KAITLYN BARRY, ESQ.

10 JULIA WOOD, ESQ.

11 JEFF VERNON, ESQ.

12 LAUREN POMEROY, ESQ.

13

14

15 ON BEHALF OF GOOGLE:

16 AXINN VELTROP & HARKRIDER, LLP

17 1901 L Street NW

18 Washington, DC 20036

19 BY: BRADLEY JUSTUS, ESQ.

20 BLAKE PESCATORE, ESQ.

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1 HIGHLY CONFIDENTIAL

2 REMOTE APPEARANCES: (Continued)

3

4 ON BEHALF OF THE WITNESS:

5 CROWELL & MORING

6 590 Madison Avenue

7 20th Floor

8 New York, New York 10022

9 BY: JUAN A. ARTEAGA, ESQ.

10

11

12 ALSO PRESENT:

13

14 Jesus Arellano, Videographer

15 Elizabeth Aramayo, DOJ Paralegal

16 Chris Hickman, Esq., BuzzFeed

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1 K. BLOM - HIGHLY CONFIDENTIAL

2 THE VIDEOGRAPHER: We are now on

3 the record. Today's date is

4 August 29, 2023, and the time is 12:37

5 p.m. Eastern Standard Time.

6 This is the video deposition of

7 Ken Blom in the matter of United

8 States, et al., versus Google LLC,

9 filed in the United States District

10 Court for the Eastern District of

11 Virginia, Civil Action

12 Number 1:23-cv-00108.

13 This deposition is taking place

14 via web videoconference with all

15 participants attending remotely.

16 My name is Jesus Arellano. I am

17 the videographer representing Lexitas.

18 All appearances will be noted on

19 the stenographic record.

20 Our court reporter today is Joan

21 Ferrara representing Lexitas.

22 The court reporter will now

23 swear in the witness.

24 KEN BLOM,

25 called as a witness, having been

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1 K. BLOM - HIGHLY CONFIDENTIAL

2 competing with Facebook because that would

3 be a stretch of a goal that we would, you

4 know, not be able to motivate teams on.

5 Q Well, why did BuzzFeed partner

6 with Google's AdX AdExchange to sell

7 programmatic ads in 2017?

8 A It just -- we -- we were late to

9 running programmatic ads. We knew that

10 Google's AdX was a source of demand and

11 inventory and can get us up to speed as

12 fast as humanly possible, while we also

13 build out the rest of our tech stack.

14 So starting with Google AdX and

15 then moving to the other players and

16 partners to build out that competitive set

17 and create our ad stack and, you know, to

18 this day, we're constantly optimizing what

19 that looks like.

20 Sorry if I'm not answering the

21 question why, you know, it felt like a

22 natural -- a natural best way to start

23 getting into programmatic as that was new

24 for us in 2017.

25 Q Was Google -- let me restart

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1 K. BLOM - HIGHLY CONFIDENTIAL

2 that question.

3 Was BuzzFeed's launch of

4 programmatic ads sales through AdX

5 successful?

6 A Yes, it was.

7 Q Can you tell us about that

8 success?

9 A You know, I don't remember the

10 numbers because it was a while ago, but we

11 felt like launching programmatic, we had

12 some attainable goals as to how much

13 revenue we felt we were going to get from

14 programmatic. And, you know, AdX being one

15 of the partners and delivering demand with

16 us, it helped us hit those goals.

17 Try to compare it to some of

18 these other companies, like a Hearst or a

19 Conde that's had programmatic stacks up for

20 15, 20 years, and then here we are in 2017

21 saying, We're going to start now, right?

22 These things get better over

23 time. They don't start out extremely

24 successful -- or I -- and then when I say,

25 "extremely successful," it's not like, hey,

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1 K. BLOM - HIGHLY CONFIDENTIAL

2 if you turn on programmatic, in one month,

3 you're going to have \$100 million. That's

4 not what we set out to do. We set out to

5 build incrementally.

6 And I think through AdX and just

7 speaking of the success, I think we found

8 that incremental growth.

9 MR. JUSTUS: Mr. Blom, if it's

10 okay with you, we're going to take a

11 short break. I've got some more

12 questions, but I need to confer with

13 my colleague.

14 THE WITNESS: Yeah, sure.

15 MR. JUSTUS: We'll be back in

16 five.

17 THE VIDEOGRAPHER: The time is

18 3:03 p.m., and we are going off the

19 record.

20 (Recess taken 3:03 p.m.)

21 (Resumed 3:12 p.m.)

22 THE VIDEOGRAPHER: The time is

23 3:13 p.m., and we're back on the

24 record.

25 BY MR. JUSTUS:

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1 K. BLOM - HIGHLY CONFIDENTIAL

2 Q Mr. Blom, does BuzzFeed sell ads

3 through exchanges other than Google's AdX

4 AdExchange?

5 A Yes.

6 Q Roughly, how many ad exchanges

7 does BuzzFeed sell ads through?

8 A 20 to 30.

9 Q Can we bring up Tab 23?

10 (Exhibit 3, ads.txt file, 8

11 pages, was remotely introduced and

12 provided electronically to the

13 reporter, as of this date.)

14 MR. GOLD: One second. I'm just

15 opening up Tab 23, if it's okay with

16 you guys.

17 BY MR. JUSTUS:

18 Q So, Mr. Blom, I'm showing you

19 what we'll mark as Blom Exhibit 3.

20 What is this document?

21 A Our ads.txt file.

22 Q What is that?

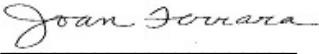
23 A It is where -- ads.txt allows

24 you to see the exposure to, you know,

25 anything that is happening within ad calls

1
2 ----- I N D E X -----
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4 EXHIBIT 4 Power Point presentation 117
5 entitled "BuzzFeedInc
6 Programmatic
7 Capabilities," Bates
8 stamped BUZZ-LIT-000272
9 through 342
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2 DEPOSITION ERRATA SHEET
3
4 Case Caption:
5 UNITED STATES
6 vs.
7 GOOGLE LLC
8
9 DECLARATION UNDER PENALTY OF PERJURY
10 I declare under penalty of perjury
11 that I have read the entire transcript
12 of my deposition taken in the captioned
13 matter or the same has been read to me,
14 and the same is true and accurate, save
15 and except for changes and/or corrections,
16 if any, as indicated by me on the
17 DEPOSITION ERRATA SHEET hereof, with the
18 understanding that I offer these changes
19 as if still under oath.
20 SIGNATURE _____ DATE: _____
21 KEN BLOM
22 Subscribed and sworn to on the ____ day of
23 _____, 20__ before me,
24 Notary Public,
25 in and for the State of _____

1
2 REPORTER CERTIFICATE
3
4 I, JOAN FERRARA, do hereby certify:
5 That said deposition was taken at the
6 time and place herein named; and that the
7 transcript is a true record of the testimony
8 as reported by me, a disinterested person,
9 and was thereafter transcribed.
10 I further certify that I am not
11 interested in the outcome of the said
12 action, nor connected with, nor related to
13 any of the parties in said action, nor to
14 their respective counsel.
15 IN WITNESS WHEREOF, I have hereunto
16 set my hand this 29th day of August, 2023.
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20 
21
22 JOAN FERRARA, RMR, CFRR
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2 DEPOSITION ERRATA SHEET
3
4 Page No. _____ Line No. _____ Change
5 to: _____
6 Reason for
7 change: _____
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9 Page No. _____ Line No. _____ Change
10 to: _____
11 Reason for
12 change: _____
13
14 Page No. _____ Line No. _____ Change
15 to: _____
16 Reason for
17 change: _____
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19 Page No. _____ Line No. _____ Change
20 to: _____
21 Reason for
22 change: _____
23
24 Page No. _____ Line No. _____ Change
25 to: _____
Reason for
change: _____
SIGNATURE: _____ DATE: _____
KEN BLOM